

# clients see full focus as different to other advisors

Advisors and consultants are a varied and diverse bunch of people. However, consumer reaction to them doesn't appear quite so mixed.

In a recent survey of clients we asked some questions about professional advisors. This drew a range of responses, but a common theme was that professional advisors' specialist expertise tended to narrow their focus.

Relationships with solicitors and accountants were described as "functional" and those professionals were "merely looking at the figures" and having tunnel vision. Financial and insurance people didn't fair much better – "dodgy, with questionable integrity" was one comment.

Solicitors, Accountants etc. had specialist expertise but they were seen as dealing only with one part of the picture. They were perceived as "technical" with "narrow focus of their discipline".

How can you be sure what they're doing fits with the rest of the picture? In most instances they don't know what your "whole picture" looks like!

The survey also showed clients see Full Focus as very different to other professionals. Full Focus was seen as having a "much more personal relationship".

One client said we were sometimes confronting and challenging, not afraid to "ask the hard questions and cut through the fog". Our clients said we are "completely independent" and offered "unbiased advice".

Full Focus Limited  
P O Box 33489  
Takapuna, Auckland

t: 09 489 1650

f: 09 489 1650

e: [enquiries@fullfocus.co.nz](mailto:enquiries@fullfocus.co.nz)

w: [www.fullfocus.co.nz](http://www.fullfocus.co.nz)

## The problem as clients see it –

- **Specialised focus of professional advisors**
- **Opportunists who have their own interests paramount**
- **Confusion and no clear direction**
- **Segmented approach**

**"They can only sell what they are told to put on the menu (and there is only one menu)."**

What is also clear is the value placed on our “wholistic” approach. “Full Focus looks at the whole picture, pieces together all sorts of things ...”

Full Focus has taken these comments to heart in developing material and strategies to support what clients say about the company.

If you would like to -

- ✓ make any comment regarding this article
- ✓ see more detailed survey results
- ✓ discuss an aspect that interests you we'd love to hear from you.

David Martin or Kathy Martin

Email: [enquiries@fullfocus.co.nz](mailto:enquiries@fullfocus.co.nz)

Tel: (09) 489 1650

**“There are usually better ways of doing it than most people imagine.”**